

# Annual Year-End Sale at THE M.O'NEIL Co

Akron's Greatest Store

GREAT AFTER-CHRISTMAS SALE MANY-AWAIT FOR—FOLKS KEEN TO SAVE HAVE LEARNED O'NEIL'S ANNUAL YEAR-END SALE BRINGS SAVINGS BIG AND DEFINITE. THIS GREAT SALE WILL BE A BUSY SALE, SO PLAN TO ATTEND EARLY.

## A Great Special Purchase of Women's and Misses' Coats at Savings of 25 to 33 1-3 Per Cent



Coats at **\$23.95** Coats at **\$38** Coats at **\$68** Coats at **\$88**

A rare opportunity for the woman who has wisely waited until now to purchase her Winter Coat—for the Coat season is only well begun. Women who demand quality and smart style will readily appreciate the splendid values in these Coats—The highest type of tailoring, the loveliest of materials, and the styles most in vogue combine in these garments, priced at amazing reductions.

There are qualities of the newest blouse-back models; fitted coats, graceful flares, plaited and panel backs, semi and full belted models. They're the styles that carry over into another season, and give the wearer the poise and confidence that come from knowing she is well-dressed. Fur trimmed models, with a wealth of Winter attractiveness, boast collars and sometimes cuffs of Wolf, Mole, Natural Raccoon, Australian Opossum, Squirrel, Skunk, Fischer-Raccoon, Beaverette (dyed rabbit), Skunk, Opossum and Nutria.

Cable stitching is a favorite trimming; silk floss embroidery appears on several models, as well as tinsel embroidery, wool slynx, bands of self material and fancy buttons. Among the exquisite materials are included Suedyne, Velour, Normandy, Rivolia, Cordonia, Pollyanna, Kitten's Ear Kersey, Tasmania, Cordoval, Bolivia, and many others. The colorings are the season's best—Zanibar, Malay, Ostrich, Sorrento, Navy, Black, Deer, Pekin, etc.

Second Floor



In every detail, these Coats are the best values we have offered this season at these extremely low prices.

## Women's Lovely Dresses

At Great Reductions in Year-End Sale

Beautiful Gowns also subjected to a great reduction in price.



\$25 to \$29.75 Dresses

**\$18.75**

Of Poirer Twill, Wool Jersey, Tricotine, and Georgette, in a wide range of styles—blouse models, straightlines narrowly belted, low waist line models and Dresses with regulation waistlines. Trimmings of colored stitchings, braids, and embroideries. Reduced to \$18.75.

\$45 to \$55 Dresses

**\$29.75**

Canton Crepe, Crepe de Chine, Crepe Satin and Tricotine Dresses for street and afternoon wear—waist-line models with panel skirts, straightlines, low waist-line models with drapes, scalloped and uneven hems—trimmings of beads, braids, embroideries and fagoting. Reduced to \$29.75.

\$12 to \$135

Afternoon and Evening Gowns

**\$89.50**

Exclusive models of Canton Crepe, Satin-faced Canton, Sequins and Net-and-Sequin combinations; models from Drecoll, Madelaine, Renee, Callot and many others. Spanish and Chantilly Laces, ribbon embroideries, extreme uneven panels and other exquisite and unusual style touches distinguish these handsome Gowns. Reduced to \$89.50.

\$8.95 to \$15 Skirts, \$5.95

Tailored Skirts of Velour, Prunella Cloth, Novelty Checks—handsome color combinations—models with box, side and group plaits—regular and extreme sizes. Reduced to \$5.95.

\$17.95 to \$25 Skirts, \$12.50

Smart tailored Skirts of fine Prunella Cloth in stripes, plaids, checks and combinations of plaids and plain colors. A splendid color assortment—pretty plaited styles. Reduced to \$12.50. Second Floor

## Standard Equipped Phonographs

Regularly Sold at \$150

Now Priced at

**\$49.75**

Guaranteed Absolutely—every machine guaranteed to give absolute satisfaction, just the same as if you paid its full value price.

This beautiful Phonograph not only offers a handsome gift, but provides endless hours of enjoyment—the easy terms bring good music to your home without a great outlay of money—you may enjoy it while you pay on easy terms.

Terms: • \$10 Cash, • Monthly

## Men's Suits---Overcoats

IN THE YEAR-END SALE

**\$40 and \$50 Values**

Suits and Overcoats for Men and Young Men

Society Brand and Kirschbaum Clothes

**\$36**

go into this sale at prices greatly reduced.—Styles the best—patterns and materials the men like—many first long pants suits for boys—all \$40 and \$50 values, reduced to \$36.

